



**DIRECT SELLING CONTINUES IN 2018 TO PROVIDE QUALITY PRODUCTS IN  
A RELIABLE RETAIL CHANNEL**

The European Direct Selling Association (**Seldia**) is pleased to report 2018 as a successful year for Europe, the third biggest direct selling market, where sales reached € 33.3 billion in the whole region and € 29.7 billion in the European Union<sup>1</sup>. Despite that 2018 EU sales remained flat, after 5 years of constant growth, “*the European region remains stable for our sector*” says Acting Executive Director of Seldia Marie Lacroix. Part-time earning opportunities, flexibility and possibility to work from home or any other place remains the major strengths of direct selling, which are highly appreciated in the new economy by all players, and especially the younger generations. “*New economic trends such as the growth of e-commerce and the collaborative economy show that more than ever direct selling is a pillar of the retail sector.*” notes Marie Lacroix.

With 33% of the sales in 2019, wellness products have once again performed well and are the leading category of products sold in direct selling. Whilst cosmetics and personal care products are still dominant in some countries, sales of wellness products are steadily progressing for the past two years – a trend that may be explained by the increased interest for healthy lifestyles.

**In France**, the second largest market in Europe, sales grew by 3% and companies are optimistic about the future. They predict that that growth will be maintained in the coming years.

Notes to the editor

**SELDIA (www.seldia.eu)** is the representative body for the direct selling sector in Europe, whose members include 28 European Direct Selling Associations and 19 multinational corporate members.

**Direct selling** is a method of marketing and retailing goods and services directly to the consumers, in their homes or other location away from permanent retail premises. Direct selling is usually conducted in a face-to-face manner, either where products are demonstrated to an individual or a group. Direct selling can also be a catalogue left with the consumer, where the direct sales representative calls later to collect orders. Unlike direct marketing or mail order, direct selling is based principally on personal contact with the consumer.

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<sup>1</sup> World Federation of Direct Selling Associations Global Statistics – Retail Sales 2018 <<https://wfdsa.org/wp-content/uploads/2019/06/Sales-Seller-Report-FINAL.pdf>>